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Markets

Somany Ceramics ties-up with Royal Challengers Bangalore as the Official Partner for IPL Season XI

April 6, 2018 | News Desk | IPL 2018, Official Partner, Royal Challengers Bangalore, Somany Ceramics Limited

New Delhi, April 6th, 2018: *Somany Ceramics Limited*, a leading player in the Indian ceramic industry, today announced their association with *Royal Challengers Bangalore* as the 'official partner' for the eleventh season of the *Indian Premier League (IPL 2018)*.

As a part of the association, the Somany Ceramics and RCB partnership will have a 360° reach and will entail a series of marketing activations and advertising campaigns across all touch points like outdoor, digital, social, radio and print. As the official partner, Somany Ceramics will also be entitled to an activation area during all home matches of Royal Challengers Bangalore. The company will be exclusively promoting its bathware range of sanitary ware & bath fittings through this association.

Speaking on the association, Mr. Abhishek Somany, Managing Director, Somany Ceramics Limited said, "This is the first time that we will be an official partner at the Indian Premier League and we are extremely excited to partner with Royal Challengers Bangalore. We are confident that our association will provide us with a significant platform to enhance visibility for our brand. It will further help us in our brand outreach to prospective customers and through this association we shall also be able to target younger audience."

Somany Ceramics will also have image rights for all the players and the team logo, entitling them to create co-branded merchandise and assist in the brand's BTL communication.

About Somany Ceramics Limited:

Somany Ceramics Limited (SCL) is one of the leading players in the ceramic industry in India. The brand SOMANY has adorned homes with delight, exuberance and vivaciousness resounding with the quality, strength and life of its products for over four decades. The company is a complete solution provider of décor solutions with the widest product selection categories - Ceramic Wall and Floor, Polished Vitrified Tiles, Glazed Vitrified Tiles, Sanitaryware and Bath Fittings. It is India's third largest manufacturer and marketer of tiles through its pan India presence and also exports its products to more than 55 countries across 6 continents. It has access to tiles manufacturing capacity of 60 million square meters through two owned units (Kadi, Gujarat and Kassar, Haryana), seven associates/subsidiary companies and also other outsourced vendors. Its innovative VC Shield (a patented "Veil Craft" technology which renders a specially treated coating that protects tiles against abrasion, scratches and stains) and Slip Shield (a unique coating technology which gives anti-slip property to ceramic tiles) ranges stand testimony to technological prowess. Somany is listed on the NSE and BSE, and has over 7,000 shareholders.

Safe harbor statement:

Statements in this document relating to future status, events, or circumstances etc. are forward-looking statements based on estimates and the anticipated effects of future events. Such statements are subject to numerous risks and uncertainties and are not necessarily predictive of future results. Actual results may differ materially from those anticipated in the forward-looking statements. The company assumes no obligation to update forward-looking statements to reflect actual result, changed assumptions or other factors.